

## Property Profile

**9400 S. 1300**

9400 S. 1300 , Sandy, UT 84094








Market Specific Criteria	Geography List	Utah
Predominant Consumer Lifestyles	30.8% Kids & Cul-de-Sacs 25.0% American Dreams 24.8% Big City Blend 10.5% Blue-Chip Blues 8.9% Young Literati	5.5% Boomers & Babies 5.1% Big City Blend 4.7% Kids & Cul-de-Sacs 4.4% Town & Gowns 4.4% Single City Blues 4.2% Starter Families
2002 Population	28,600	2,296,798
2002 HHs	8,589	722,318
5 Year Market Growth	0.6%	6.5%
Business Population	6,763	1,148,991
Average HH Size	3.3	3.2
Median Age	28.9 years	27.2 years
Population Age Under 5	8.7%	9.3%
Population Age 5 - 14	19.6%	17.2%
Population Age 15 - 17	6.0%	5.6%
Population Age 18 - 24	11.0%	14.5%
Population Age 25 - 34	13.5%	14.2%
Population Age 35 - 44	15.6%	13.0%
Population Age 45 - 54	13.3%	11.0%
Population Age 55 - 64	7.3%	6.8%
Population Age 65+	5.0%	8.4%
White/ Blue Collar Ratio	64.8% / 35.2%	58.7% / 41.3%
Education Level	22.0% 4+ yrs college 29.8% <4 yrs college	21.7% 28.0% 4+ yrs college
Average HH Income	\$80,379	\$65,291 <4 yrs college
Median HH Income	\$70,330	\$51,893
Per Capita Income	\$24,139	\$20,533
Income \$35,000-\$49,999	10.7%	16.5%
HH Income \$50,000+	74.1%	52.1%
HH Income \$75,000+	43.5%	28.6%
HH Income 100,000+	20.2%	15.0%
Homeowners %	83.3%	71.6%
Ethnicity	92.3% White 0.6% Black 2.6% Asian Pac. Isl. 5.6% Hispanic	88.8% White 0.8% Black 2.4% Asian Pac. Isl. 9.6% Hispanic

## Consumer Lifestyle Profile

( Geography List)

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Cluster Name					
	Kids & Cul-de-Sacs	American Dreams	Big City Blend	Blue-Chip Blues	Young Literati
	Affluent	Upper Middle	Middle	Middle	Upper Middle
	% of Total Households	30.8%	25.0%	24.8%	10.5%
Predominant Characteristics	Upscale suburban families	Established urban immigrant families	Middle-income immigrant families	Upscale blue-collar families	Upscale urban singles and couples
	Ranked first in married couples with children	Descendants of multi-ancestries	Most ethnically diverse of the Urban Midscale clusters	Dual income, high school educated	The leaders in education
	Large 4+ person families	Live in multi-racial, multi-lingual neighborhoods	Have large families	Large suburban families	A mix of executives, professionals & students
	Family governs its lives and activities	Tend to have big families	Work in white and blue-collar jobs	Concentrated in the Great Lakes area	Have few children
Ethnic Diversity	Dominant White, High Asian	Mixed	Ethnically Diverse	Predominantly White	Dominant White, High Asian
Family Type	Married Couples w/Children	Married Couples w/Children	Single Parents, Married Couples with Children	Married Couples with and without Children	Singles and Couples
Key Housing Type	Owners Single Unit	Owners Single Unit	Renters, Owners Single Unit	Owners Single Unit	Renters Multi-Unit 2-9 and 10+
Predominant Age Ranges	Under 18, 35 to 54	Mixed	Under 14, 25 to 44	35 to 64	25 to 44
Education	College Graduates	Some College	High school, Some College	High School, Some College	College Graduates
Employment	White Collar / Professional	White-Collar	White-Collar / Blue-Collar	Blue-Collar / White-Collar	Professional
Median Income	Affluent / \$61,600	Upper Middle / \$51,700	Middle / \$39,700	Middle / \$47,500	Upper Middle / \$52,100
Publications	Skiing, Money, Business Week, Working Woman, Baby Talk, GQ, Consumer's Digest, Personal Computing	Home, Motor Trend, Tennis, Working Mother, Business Week, People, Time, Vogue, Life	Car Craft, Sport, Baby Talk, Photo Magazines, Shape, Organic Gardening, Vogue, Vanity Fair	Elle, Car Craft, Chicago Tribune, Runner's World, Popular Science, Muscle & Fitness, Bride's, Inside Sports	Elle, Metropolitan Home, Rolling Stone, Time, Road & Track, GQ, Penthouse